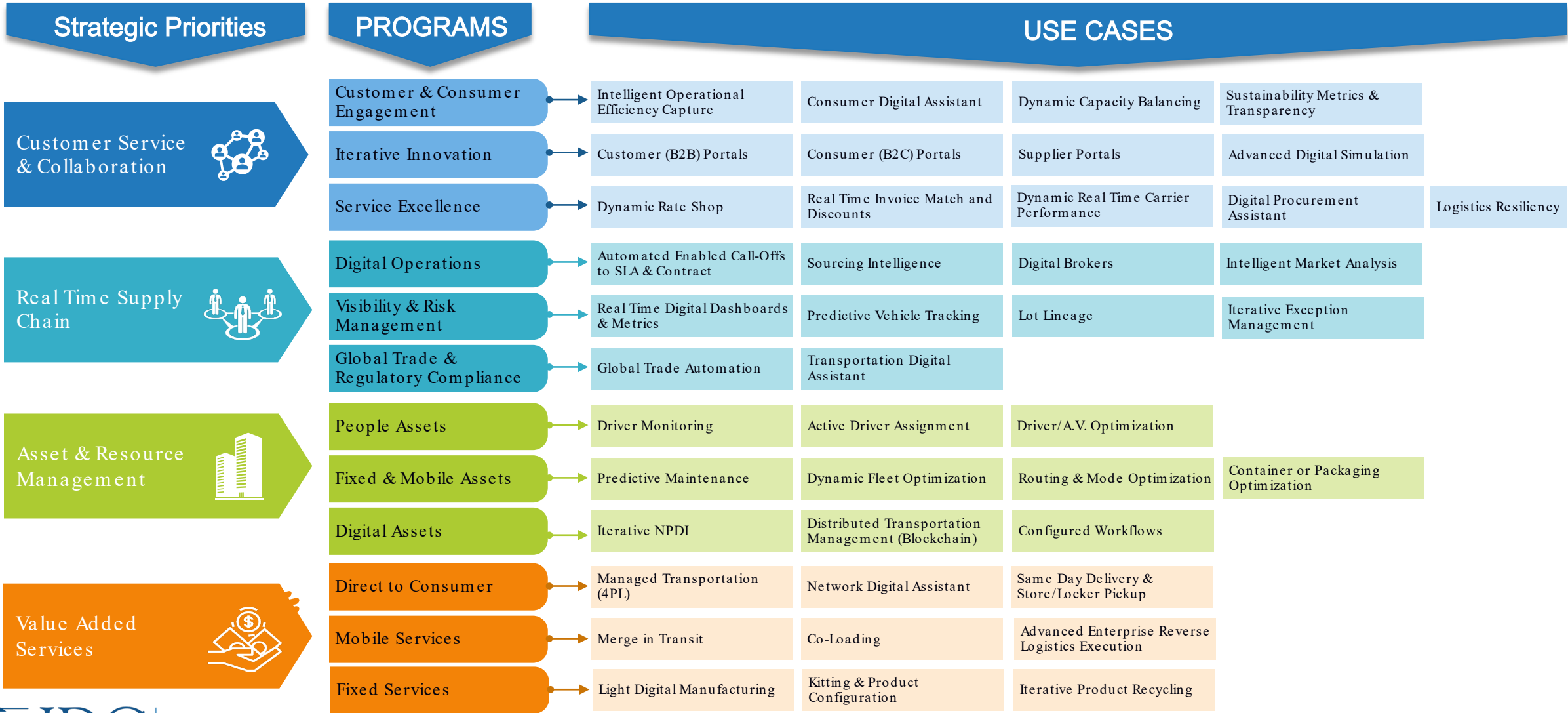
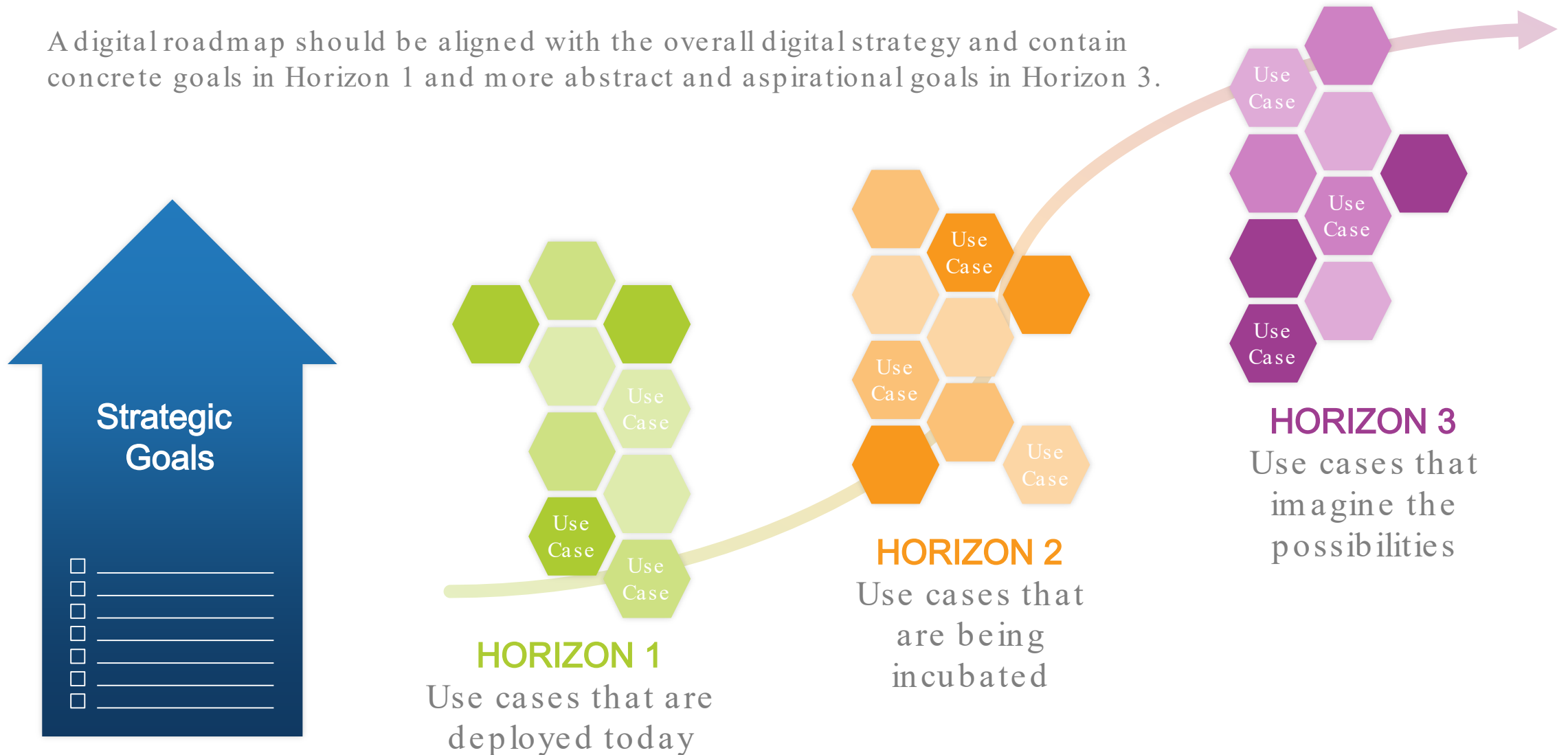


IDC Manufacturing Insights: Real Time Service Excellence (Transportation & Logistics)

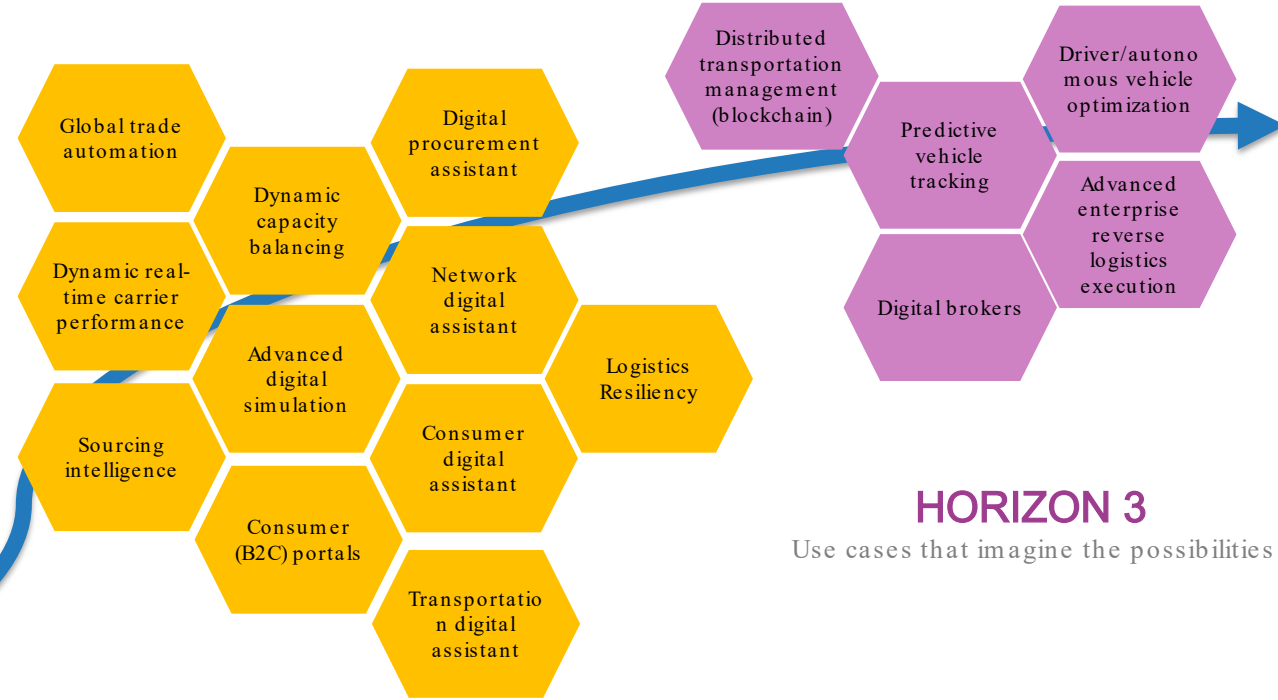


Break Digital Roadmaps into Horizons

A digital roadmap should be aligned with the overall digital strategy and contain concrete goals in Horizon 1 and more abstract and aspirational goals in Horizon 3.



Real Time Service Excellence (T&L) Digital Roadmap



Digitally Transforming the Enterprise Industry by Industry



IDC Energy Insights

- Agile Energy
- Agile Mining
- Energy-as-a-Service

IDC Financial Insights

- Capital Markets
- Connected Banking
- Contextual and Value Centric Insurance

IDC Government Insights

- Effective National Government
- Smart Cities and Communities
- Transformative Academia

IDC Health Insights

- Knowledge-Based Medicine
- Value-Based Health

IDC Manufacturing Insights

- Collaborative Innovation (AOVC)
- Engaging Consumer Experience at Scale (BOVC)
- Creating Experience Ecosystems (EOVC)
- Technology-as-a-Service (TOVC)
- Transportation and Logistics

IDC Retail Insights

- Experiential Hospitality, Dining & Travel
- Experiential Retail
- Media & Entertainment

IDC Telecommunications Insights

- Communications Service-Enabled Connected Communities